

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>574803 /       |  | <u>Alt Order #</u><br>07903317                         |
| <u>Product</u><br>Crossroads GPS             |  |  |
| <u>Contract Dates</u><br>09/14/12 - 09/23/12 |  | <u>Estimate #</u><br>12/11/984                         |
| <u>Advertiser</u><br>Crossroads GPS          |  | <u>Original Date / Revision</u><br>09/13/12 / 09/13/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast     | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WTKR                       | <u>Account Executive</u><br>Jamie Andrus | <u>Sales Office</u><br>Washington, D.C.                |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>IDB#</u><br>8433                          | <u>Advertiser Code</u><br>12             | <u>Product Code</u><br>11                              |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch | Start Date        | End Date        | Description         | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | 3  | 09/14/12          | 09/14/12        | Newschannel 3 News  | 6-7am          |      | :30    |                   |             | NM   | 1     | \$675.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--             |                |      |        | 1                 | \$675.00    |      |       |            |
| N 2   | 3  | 09/17/12          | 09/23/12        | Newschannel 3 News  | 6-7am          |      | :30    |                   |             | NM   | 5     | \$3,375.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--             |                |      |        | 5                 | \$675.00    |      |       |            |
| N 3   | 3  | 09/14/12          | 09/14/12        | CBS This Morning    | 7-9a           |      | :30    |                   |             | NM   | 1     | \$340.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--             |                |      |        | 1                 | \$340.00    |      |       |            |
| N 4   | 3  | 09/17/12          | 09/23/12        | CBS This Morning    | 7-9a           |      | :30    |                   |             | NM   | 5     | \$1,700.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--             |                |      |        | 5                 | \$340.00    |      |       |            |
| N 5   | 3  | 09/15/12          | 09/15/12        | Early Show Saturday | 9-11am         |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | -----S-             |                |      |        | 1                 | \$250.00    |      |       |            |
| N 6   | 3  | 09/22/12          | 09/22/12        | Early Show Saturday | 9-11am         |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/17/12          | 09/23/12        | -----S-             |                |      |        | 1                 | \$250.00    |      |       |            |
| N 7   | 3  | 09/16/12          | 09/16/12        | CBS Sunday Morning  | 9-1030am       |      | :30    |                   |             | NM   | 1     | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | -----S              |                |      |        | 1                 | \$1,345.00  |      |       |            |
| N 8   | 3  | 09/23/12          | 09/23/12        | CBS Sunday Morning  | 9-1030am       |      | :30    |                   |             | NM   | 1     | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/17/12          | 09/23/12        | -----S              |                |      |        | 1                 | \$1,345.00  |      |       |            |
| N 9   | 3  | 09/16/12          | 09/16/12        | Face the Nation     | 1030-11am      |      | :30    |                   |             | NM   | 1     | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | -----S              |                |      |        | 1                 | \$1,345.00  |      |       |            |
| N 10  | 3  | 09/23/12          | 09/23/12        | Face the Nation     | 1030-11am      |      | :30    |                   |             | NM   | 1     | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/17/12          | 09/23/12        | -----S              |                |      |        | 1                 | \$1,345.00  |      |       |            |
| N 11  | 3  | 09/14/12          | 09/14/12        | Price Is Right      | 11am-12n       |      | :30    |                   |             | NM   | 1     | \$1,010.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--             |                |      |        | 1                 | \$1,010.00  |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 574803 /            | 07903317    |

| Contract Dates      | Product        | Estimate # |
|---------------------|----------------|------------|
| 09/14/12 - 09/23/12 | Crossroads GPS | 12/11/984  |

| Advertiser     | Original Date / Revision |
|----------------|--------------------------|
| Crossroads GPS | 09/13/12 / 09/13/12      |

| *Line | Ch | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals<br>Spots Amount |            |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|------------------------|------------|
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| N 12  | 3  | 09/17/12          | 09/23/12        | Price Is Right            | 11am-12n       |      | :30    |                   |             | NM   | 5                      | \$5,050.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--                   |                |      |        | 5                 | \$1,010.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 13  | 3  | 09/14/12          | 09/14/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 1                      | \$675.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$675.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 14  | 3  | 09/17/12          | 09/23/12        | Newschannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 5                      | \$3,375.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--                   |                |      |        | 5                 | \$675.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 15  | 3  | 09/14/12          | 09/14/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 1                      | \$850.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$850.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 16  | 3  | 09/17/12          | 09/23/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 5                      | \$4,250.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--                   |                |      |        | 5                 | \$850.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 17  | 3  | 09/14/12          | 09/14/12        | Newschannel 3 News        | 5-530pm        |      | :30    |                   |             | NM   | 1                      | \$880.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$880.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 18  | 3  | 09/17/12          | 09/23/12        | Newschannel 3 News        | 5-530pm        |      | :30    |                   |             | NM   | 5                      | \$4,400.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--                   |                |      |        | 5                 | \$880.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 19  | 3  | 09/14/12          | 09/14/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                   |             | NM   | 1                      | \$880.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$880.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 20  | 3  | 09/17/12          | 09/21/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                   |             | NM   | 5                      | \$4,400.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | MTWTF--                   |                |      |        | 5                 | \$880.00    |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 21  | 3  | 09/14/12          | 09/14/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                   |             | NM   | 1                      | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$1,345.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 22  | 3  | 09/17/12          | 09/21/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                   |             | NM   | 5                      | \$6,725.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | MTWTF--                   |                |      |        | 5                 | \$1,345.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 23  | 3  | 09/14/12          | 09/14/12        | 7-730pm                   | 7-730pm        |      | :30    |                   |             | NM   | 1                      | \$1,345.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$1,345.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 24  | 3  | 09/17/12          | 09/23/12        | 7-730pm                   | 7-730pm        |      | :30    |                   |             | NM   | 5                      | \$6,725.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | 11111--                   |                |      |        | 5                 | \$1,345.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 25  | 3  | 09/16/12          | 09/16/12        | Sunday Prime              | 7-8pm          |      | :30    |                   |             | NM   | 1                      | \$6,630.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | -----S                    |                |      |        | 1                 | \$6,630.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 26  | 3  | 09/23/12          | 09/23/12        | Sunday Prime              | 7-8pm          |      | :30    |                   |             | NM   | 1                      | \$6,630.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/17/12          | 09/23/12        | -----S                    |                |      |        | 1                 | \$6,630.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 27  | 3  | 09/14/12          | 09/14/12        | Late News (M-F)           | 11-1135p       |      | :30    |                   |             | NM   | 1                      | \$1,510.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |            |
| Week: |    | 09/10/12          | 09/16/12        | ----F--                   |                |      |        | 1                 | \$1,510.00  |      |                        |            |
|       |    |                   |                 |                           |                |      |        |                   |             |      |                        |            |
| N 28  | 3  | 09/17/12          | 09/23/12        | Late News (M-F)           | 11-1135p       |      | :30    |                   |             | NM   | 5                      | \$7,550.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

|                            |                    |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 574803 /                   | 07903317           |

|                       |                |                   |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/14/12 - 09/23/12   | Crossroads GPS | 12/11/984         |

|                   |                                 |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Crossroads GPS    | 09/13/12 / 09/13/12             |

| *Line  | Ch | Start Date        | End Date        | Description                     | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Totals<br>SpotsAmount |             |
|--------|----|-------------------|-----------------|---------------------------------|----------------|------|--------|-------------------|-------------|------|-----------------------|-------------|
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/17/12          | 09/23/12        | 11111--                         |                |      |        | 5                 | \$1,510.00  |      |                       |             |
| N 29   | 3  | 09/15/12          | 09/15/12        | Late News (Sa-Su)               | 11-1135p       |      | :30    |                   |             | NM   | 1                     | \$1,235.00  |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/10/12          | 09/16/12        | -----S-                         |                |      |        | 1                 | \$1,235.00  |      |                       |             |
| N 30   | 3  | 09/16/12          | 09/16/12        | Late News (Sa-Su)               | 11-1135p       |      | :30    |                   |             | NM   | 1                     | \$1,235.00  |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/10/12          | 09/16/12        | -----S                          |                |      |        | 1                 | \$1,235.00  |      |                       |             |
| N 31   | 3  | 09/22/12          | 09/22/12        | Late News (Sa-Su)               | 11-1135p       |      | :30    |                   |             | NM   | 1                     | \$1,235.00  |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/17/12          | 09/23/12        | -----S-                         |                |      |        | 1                 | \$1,235.00  |      |                       |             |
| N 32   | 3  | 09/23/12          | 09/23/12        | Late News (Sa-Su)               | 11-1135p       |      | :30    |                   |             | NM   | 1                     | \$1,235.00  |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/17/12          | 09/23/12        | -----S                          |                |      |        | 1                 | \$1,235.00  |      |                       |             |
| N 33   | 3  | 09/14/12          | 09/14/12        | Late Night with David Letterman | 1135pm-1237am  |      | :30    |                   |             | NM   | 1                     | \$635.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/10/12          | 09/16/12        | ----F--                         |                |      |        | 1                 | \$635.00    |      |                       |             |
| N 34   | 3  | 09/17/12          | 09/23/12        | Late Night with David Letterman | 1135pm-1237am  |      | :30    |                   |             | NM   | 5                     | \$3,175.00  |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |             |
| Week:  |    | 09/17/12          | 09/23/12        | 11111--                         |                |      |        | 5                 | \$635.00    |      |                       |             |
| Totals |    |                   |                 |                                 |                |      |        |                   |             |      | 78                    | \$84,950.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/23/12 | 78         | \$84,950.00        | \$72,207.50        |
| <b>Totals</b>       | <b>78</b>  | <b>\$84,950.00</b> | <b>\$72,207.50</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.